LEO BURNETT U.S.A.
Ad No. 285—(TRAPEZE)—Req. No. 2604—1 page—(8½ x 11¼ inches)—4/c—Vogue, 1976 (A)
Printed in U.S.A.

Enjoy smoking longer without smoking more.

Saratoga 120's. Rich, full-flavored cigarettes tailored longer and slimmer than 100's. You get extra smoking time, extra smoking pleasure, without smoking more cigarettes. Cost no more than 100's. Regular or menthol, crush-proof box.

Saratoga 120's

© Philip Morris Inc. 1976

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Regular: 17 mg "tar," 1.0 mg. nicotine—Menthol: 16 mg "tar," 1.0 mg. nicotine av. per cigarette, FTC Report Nov. 75

2061191561
Source: https://www.industrydocuments.ucsf.edu/docs/plxn0063
2061191561